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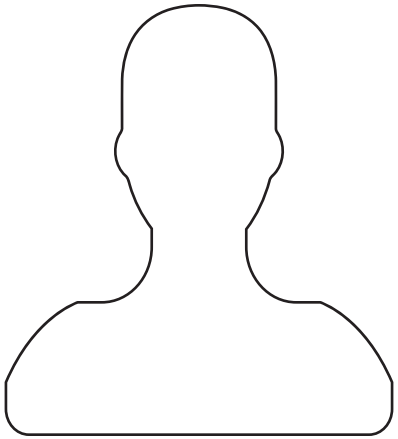

Age _____ **Location** _____

Occupation _____ **Income** _____

Family Status _____ **Education** _____

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Buying Motivations

Buying Challenges

Personal Goals

Personal Frustrations

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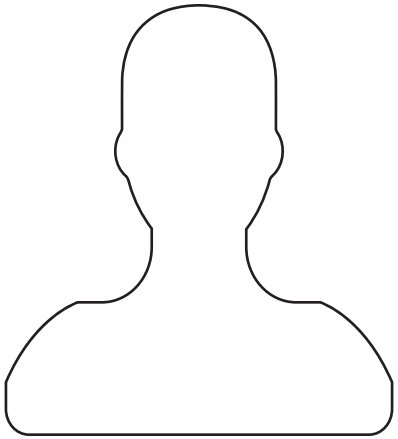

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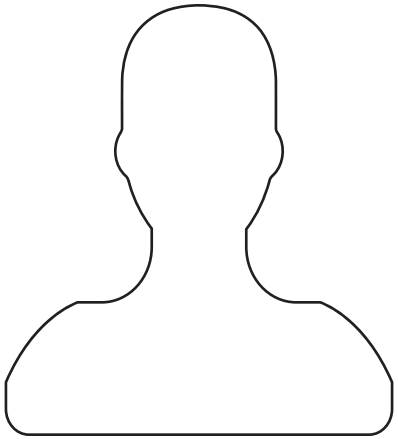

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thanks for using our resources!

we think the most crucial part about growing your business is knowing your customers and why you are their solution. GLYPH is thrilled to offer some resources and quick exercises that can help your brand communicate to customers and leap ahead.

getting your personas started

consumer personas are fictional representations of your customers based on real data and market research. a great series of personas will help you determine where to focus your time, guide important communication, and align efforts in branding, design, and marketing.

we suggest creating a spread of characters like “ideal customers”, “average customers”, and “not-so-good customers”. think about their demographics, unique stories, behavior patterns, motivations, and goals. the more detailed you are, the better conversations you can have about integrating these characters into your daily efforts.

need more help?

let’s talk about your future. our team is more comfortable exploring a project over coffee or a michigan beer (represent). if you’d like to meet up, discuss a project or find out more about our capabilities, start a conversation with us.

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